



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: July 14, 2010

FR: Executive Director

W. I. 1227

RE: Contracts: Transit Sustainability Project (TSP):

- a. Redhill Group (\$75,000)
- b. Cambridge Systematics, Inc. (\$100,000)
- c. PB Americas, Inc. (\$150,000) (Amendment)
- d. Nelson/Nygaard Consulting Associates, Inc. (\$200,000)
- e. Transportation, Management and Design, Inc. (\$200,000)

Staff recommends that this Committee authorize four contracts and one contract amendment for Consultant support for the TSP. In March 2010, this Committee approved a pre-qualified consultant list, including Redhill Group, Cambridge Systematics, Inc., PB Americas, Inc., Nelson/Nygaard Consulting Associates, Inc., and Transportation, Management and Design, Inc., to assist MTC in implementing the TSP. The consultants pre-approved in March are available to assist with the TSP on a task order basis under which consultants are directed to perform tasks based on the areas of expertise for which each firm was selected.

The total project consultant budget over the course of the nearly two-year effort is anticipated to be approximately \$4 million. The contracts before you today would authorize work up to roughly 25% of this project budget. Specific task orders will be developed and implemented in consultation with the Project Steering Committee and Technical Advisory Committees.

In May, this Committee directed staff to defer certain contracts for the TSP until after the project kick-off meeting was held and input was received from the Commission Select Committee on Transit Sustainability (Select Committee). The contracts and amendments included here will be presented to the Select Committee on Friday, July 9th with a request to forward the contracts to the Administration Committee for approval. Staff may revise the recommendation based on direction from the Select Committee prior to this Committee's meeting on the July 14.

a. Transit Surveys – Redhill Group, Inc. (\$75,000)

Redhill Group, Inc. (Redhill), will assist with survey work, including on board transit surveys, and evaluate recently-completed transit onboard surveys for use in a comprehensive region-wide surveying effort to take full advantage of work that has already been completed by respective operators. Redhill will recommend to what degree additional onboard sampling is necessary to characterize transit trips and riders within the Bay Area and work closely with MTC to coordinate with other survey work of the agency.

b. Service Analysis and Project Management – Cambridge Systematics, Inc. (\$100,000)

Cambridge Systematics, Inc. will conduct analysis of transit service design and delivery, particularly related to regional demand analysis and market analysis, assessment of key demographic and land use trends, and evaluation of transit competitiveness. Cambridge Systematics, Inc. will also assist with project management tasks, including coordination and integration of the financial, service and institutional analyses.

c. Contract Amendment: Financial Analysis and Project Management – PB Americas, Inc. (\$150,000)

Under an initial contract of \$50,000, PB Americas, Inc. has begun work on the financial analysis element of the TSP. Under the proposed contract amendment, PB Americas, Inc. will continue to conduct this analysis, working closely with the Financial TAC to develop initial findings and recommendations. PB Americas will also continue to provide project management assistance, including meeting support and strategic advice on project development. The proposed contract amendment will bring the total contract amount to \$200,000.

d. Service Analysis – Nelson/Nygaard Consulting Associates, Inc. (\$200,000)

Nelson/Nygaard Consulting Associates, Inc. will conduct the regional paratransit service analysis. Nelson/Nygaard will assist MTC in developing the scope of work for the paratransit analysis, conduct the analysis, and coordinate the input received from the paratransit technical advisory committee and stakeholders.

e. Service Analysis - Transportation, Management and Design, Inc. (\$200,000)

Transportation, Management and Design, Inc. (TMD) will conduct analysis of current transit service design and delivery, including evaluating how transit service is currently deployed and identifying potential service policies to support more cost-effective transit operations. Working closely with the technical advisory committees, TMD will also conduct sub-regional analysis focused on specific market areas within the region.

Table 1 attached summarizes existing and proposed contracts for the TSP. Today's proposed contracts are shown in *bold italics*.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Redhill Group, Inc. for \$75,000; a contract with Cambridge Systematics, Inc., for \$100,000; a contract amendment for PB Americas, Inc., for \$150,000; a contract with Nelson/Nygaard Consulting Associates, Inc. for \$200,000; and a contract with Transportation, Management and Design, Inc. for \$200,000 to assist with and conduct analyses for the Transit Sustainability Project.

Steve Heminger

Table 1. Summary of Contracts

Firm	Scope of Work	Contracts		
		Previously Approved	Recommend for Approval	Total
MIG, Inc.	Communications Plan and public outreach	\$75,000		\$75,000
Arup	Regional and focused area service analysis	\$100,000		\$100,000
<i>Redhill Group, Inc.</i>	<i>Onboard transit survey development</i>		<i>\$75,000</i>	<i>\$75,000</i>
<i>Cambridge Systematics, Inc.</i>	<i>Regional service analysis and project management assistance</i>		<i>\$100,000</i>	<i>\$100,000</i>
<i>PB Americas, Inc.</i>	<i>Financial analysis and project management assistance</i>	\$50,000	<i>\$150,000</i>	<i>\$200,000</i>
<i>Nelson/Nygaard Consulting Associates, Inc.</i>	<i>Paratransit service analysis</i>		<i>\$200,000</i>	<i>\$200,000</i>
<i>Transportation Management & Design, Inc.</i>	<i>Regional and focused area service analysis</i>		<i>\$200,000</i>	<i>\$200,000</i>
	Total	\$225,000	<i>\$725,000</i>	<i>\$950,000</i>

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1227
Consultant:	Redhill Group, Inc. Irvine, CA
Work Project Title:	Transit Sustainability Project
Purpose of Project:	To evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused.
Brief Scope of Work:	Develop and conduct transit surveys to support the Transit Sustainability Project.
Project Cost Not to Exceed:	\$75,000
Fiscal Impact:	\$66,398 in Federal Transit Administration 5303 funds; \$8,602 in local matching funds; all funds are included in MTC FY 2009-10 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract with Redhill Group, Inc. for an amount not to exceed \$75,000 and the Chief Financial Officer is authorized to set aside funds up to \$75,000 for such contract.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	July 14, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1227
Consultant:	Cambridge Systematics, Inc. Oakland, CA
Work Project Title:	Transit Sustainability Project
Purpose of Project:	To evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused.
Brief Scope of Work:	Conduct analysis of transit service design and delivery in the region and assist in project management.
Project Cost Not to Exceed:	\$100,000
Fiscal Impact:	\$88,530 in Federal Transit Administration 5303 funds; \$11,470 in local matching funds; all funds are included in MTC FY 2009-10 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract with Cambridge Systematics, Inc. for an amount not to exceed \$100,000 and the Chief Financial Officer is authorized to set aside funds up to \$100,000 for such contract.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	July 14, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1227
Consultant:	PB Americas, Inc. San Francisco, CA
Work Project Title:	Transit Sustainability Project
Purpose of Project:	To evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused.
Brief Scope of Work:	Provide project management services, conduct financial analysis and institutional analysis of the transit system and assist in the development of a financial plan and implementation strategy.
Project Cost Not to Exceed:	\$150,000 (current contract = \$50,000)
Fiscal Impact:	\$132,795 in Federal Transit Administration 5303 funds; \$17,205 in local matching funds; all funds are included in MTC FY 2009-10 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with PB Americas, Inc. for an amount not to exceed \$150,000 and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such contract amendment.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	July 14, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1227
Consultant:	Nelson/Nygaard Consulting Associates, Inc. San Francisco, CA
Work Project Title:	Transit Sustainability Project
Purpose of Project:	To evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused.
Brief Scope of Work:	Conduct analysis of transit service design and delivery in the region.
Project Cost Not to Exceed:	\$200,000
Fiscal Impact:	\$177,060 in Federal Transit Administration 5303 funds; \$22,940 in local matching funds; all funds are included in MTC FY 2009-10 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract with Nelson/Nygaard Consulting Associates, Inc. for an amount not to exceed \$200,000 and the Chief Financial Officer is authorized to set aside funds up to \$200,000 for such contract.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	July 14, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1227
Consultant:	Transportation, Management and Design, Inc. Carlsbad, CA
Work Project Title:	Transit Sustainability Project
Purpose of Project:	To evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused.
Brief Scope of Work:	Conduct analysis of transit service design and delivery in the region.
Project Cost Not to Exceed:	\$200,000
Fiscal Impact:	\$177,060 in Federal Transit Administration 5303 funds; \$22,940 in local matching funds; all funds are included in MTC FY 2009-10 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract with Transportation, Management and Design, Inc. for an amount not to exceed \$200,000 and the Chief Financial Officer is authorized to set aside funds up to \$200,000 for such contract.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	July 14, 2010